

On the menu of life
a roast always fol-
lows a boast.

Herbert Kaufman's Weekly Message

Accident reveals
opportunities, ability
turns them to account

Take It With a Pinch of Salt.

POLITICS is the mother of lies. The accurate estimate of no candidate was ever established in the heat and rancor of a campaign. Partisanship exaggerates virtue and weakness. If history had to secure biographical data from pre-election literature, her pages would be a rogues' gallery. Abraham Lincoln came to the White House down a lane of calumny and vilification unique in the record of opprobrium. Even George Washington was spattered with the slime and filth of the stump. Every applicant for office is better than the insinuations of the rival party and a bit inferior to the claims of his sponsors.

There's Room for Them Both.

WELL, the theater hasn't gone to the demerol bow wows, after all. Moving pictures didn't wreck the oral drama. Broadway is ablaze with the announcement of new plays and goodness knows how many more are waiting to get in. A little competition turned out to be a very healthy thing for the insolent Lords of entertainment. It forced them to mind their Ps and Qs, improve the general quality of productions and lend ear to some beneficent criticism.

Screen and stage each have their place and are both likely to remain in our midst ad infinitum. A good show of any sort always stands a good show. If the drama is ever killed, no outside influence will be responsible—the guilt will lie upon the consciences and pocketbooks of the managers themselves.

The Souffled Dollar.

AN egg's an egg for a' that—hard-boiled or whipped into a soufflé, there's never more than a shellful of substance—the rest is simply wind.

Just now we're experiencing the "souffled income." There seems to be much more money around, but in reality the contents of a pay envelope aren't buying any more goods than usual.

Wage raises are meaningless if the equivalent of a green-back diminishes in ratio to the extra number gotten.

We'll continue to pay current prices as long as we maintain present salaries.

The public foots the bill, so where does the benefit come in?

While employees in one branch of industry boost the cost of their services, their output must be merchandised on terms which will take up the excess. Whereupon other groups are forced to demand more pay to meet the situation and their product in turn grows dearer to the first lot. In the general movement which follows little advantage results to anybody. It's a case of ring-around-the-rosy.

Therefore don't be deluded that you're sufficiently better off to indulge in extravagances.

The new pole is longer, but the fruit is on a higher limb—and about as hard to reach as ever. Consider outgo, and income hasn't changed to any noticeable extent.

A souffled dollar won't purchase more than a hard-boiled one.

Play Ball!

By HERBERT KAUFMAN

When you start to believe that you're giving more than your wage, you've begun to get more than you're worth.

No one ever heaped the measure of performance with his eye constantly on the clock.

Truculent self-interest defeats itself. A mind can't brood and breed at the same time.

There's little action where there's discontent. Braked wheels move slowly.

If you aren't satisfied, you're not satisfying—how can you get ahead by holding back?

The surest way to advancement is the promotion of your paymaster's welfare. Minute-counting employees create penny-weighting employers. Wherever there's a stingy worker there'll soon be a stingier boss.

Granted that there are merchants and manufacturers whose dollar vision is obstructed by their dime-voracity—concerns which can't see percentages for looking at cents—still all such institutions are failures in the making.

Niggardly policies are not for big purposes.

Scrapplers don't scrap. A mean man was never courageous and so invariably falls short of his possibilities.

Risk and gain are inseparable—success wears thorns and therefore is not for cowards.

So even if you do happen to be in the wrong sort of organization, all the more reason to prepare for a better chance by exercising willingness and efficiency.

Bear in mind that you serve yourself in serving any responsibility.

The habit of half-heartedness not only reduces the profits of the house but also the prospects of the shirker.

Stifled faculties eventually become unresponsive. Keep in trim—strive for the "man inside" and your record will attract the "man outside."

Competence does not remain unnoted. Competitors know everybody who's contributing to a rival's strength.

Continue to be steady, ready, earnest and eager with your special chore and some keen judge of human values will before long pay market price for merit.

While you limit endeavor to the things you are specifically appointed to do—display no interest in matters outside your immediate duties—arrive on the hour and quit on the gong—figure the minimum equivalent for present salary—don't give a whoop what's happening at the next desk or about conditions which do not bear directly on your exact share of the firm's activities—you are stunting your own growth, hurting no one so much as yourself.

Whatever the cause or justification, a sullen and balky attitude of mind reacts upon character and capability. Without practice, proficiency and will finally disappear.

The Big League is continually drafting pennant timber out of the minors.

Play the game. Deliver the goods and your average will travel.

But if you insist upon sticking to your own base and merely take care of what comes your way, you'll remain a bushy to the finish.

The winning spirit asserts itself over the entire field.

The whole world is scouting for lads who count a personal record secondary to the team's score.

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The Paths of Sacrifice.

OUR fathers did not think of self,

Nor wear within their souls a scale

On which they paused to weigh the cause

Of honor by the market laws.

They neither counted life nor pelf

Above the nation's self-respect—

As though it were a thing of choice,

For them to answer to the voice

Of duty. There are hours when

Ideals are transcendent. Then

No private grief nor loss nor gain

Is strong enough to countervail.

If tyranny is not to reign

Wherever wanton satraps reach;

If outraged women must beseech

And wronged children cry in vain

Against oppression's iron heel;

If fine tradition must be sold

Because the world prefers its gold

And every heritage of old

So dearly bought with sacred steel

And glorified with martyr blood

Be trampled now into the mud;

If ledgers must have right of way

And cowards are not shamed to say:

"We will not fight, it doesn't pay,"

When mighty issues are at stake;

If in success we dare forsake

The Paths of Sacrifice, adown

Which came all progress and renown,

All betterment, all thought, all worth

And made a fit place of this earth

For breeding proud and splendid sons;

If strength will not take up the sword

To serve the weak, we fail Thee, Lord.

Argentine Wheat Crop Not to Lower Price of Bread

BY CHARLES M. PEPPER.

ARGENTINE wheat fields have been suggested as a means of adding to the bread basket of the United States. It has been intimated that if wheat shipments from this section of the southern continent should be diverted northward there might be less need of decreasing the loaf, or increasing the price, to consumers.

Argentina has been described as the world's wheat field. It is no more so than Rumania, Russia or even India. Until home consumption became so active in the United States it was less so than this country, for in some years the surplus exported from the United States was greater than the aggregate exports from Argentina.

Canada and the Argentine are in about the same position as world's wheat fields. They have 8,000,000 people to feed, and with a crop of 200,000,

chiefly through the ports of New Orleans and New York. They were made possible by the removal of the tariff, which was done in the Underwood tariff bill.

A similar provision related to wheat. It required that reciprocal concessions should be made by the countries seeking to take advantage of the free market of the United States. Canada has complied with this condition, because the powerful Canadian railway interests feared that they would lose much of their traffic if wheat shipments were diverted from the Dominion to American flour mills.

Argentina promptly enacted the necessary measures to insure the free admission of her wheat and other agricultural products into the United States. It was not expected that there would be much opportunity for wheat shipments, but the Argentine government wanted its grain growers to be in a position to take advantage of exceptional circumstances which might create a market in the United States.

That is how the matter stands today. There is no tariff barrier to the importation of Argentine wheat, and with the price of bread mounting higher than

own. They draw on the supply in this country regardless of a decreased crop, and pay the higher prices because they want the wheat.

The allies would take advantage of an abundant Argentine crop and draw more liberally from that source if the crop proved to be plentiful. Whenever it ever, they get Constantinople and open the way for the outlet of the Rumanian and Russian wheat fields, they will draw on those countries, and then the American bread consumer may see a prospect of cheaper bread because even with a short crop at home there will be enough wheat for the domestic demand, since the Argentine demand will be lessened. But that does not seem likely to happen within the next few months.

It is not yet possible to predict with approximate accuracy what the Argentine crop will be this harvest year. Since the seasons are reversed, October in Argentina is about what April is in the wheat-growing regions of the United States.

The Argentine wheat fields extend from the subtropical to the south temperate zone. It sometimes happens, therefore, that there may be a normal

crop in the northern region, and a short one, due to the drought or other cause, in the southern region. There also may be locusts in the north, while the southern wheat fields are comparatively free from them.

The means of transportation are also an important factor in getting the Argentine wheat to the world's markets. Rosario, the great wheat port on the Parana river, sometimes could not handle all the product of the northern and central regions. Buenos Aires, while it is a great commercial entrepot, is not distinctively a grain port, and it could take care of only a limited quantity.

The real relief to the American bread consumer could come indirectly. This would be through increased purchases by the European governments of Argentine wheat as a means of decreasing purchases in the United States. But the allied governments are not concerned with keeping bread cheaper for consumers in the United States. They have infinitely greater worries of their

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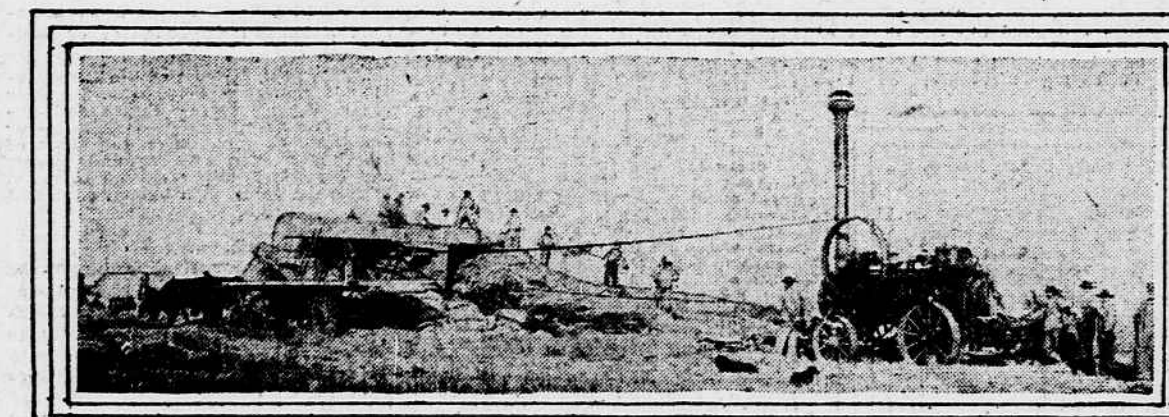
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AMERICAN MACHINERY IN THE ARGENTINE WHEAT FIELDS.

south of Buenos Aires. Extensive port facilities were provided, and the place came to be known as the "Liverpool of the south." Its population has grown very rapidly, and is now between 65,000 and 70,000.

A complete system of railway communication exists between Rosario, the northern wheat region, and Bahia Blanca, so that when one outlet is congested the other may be utilized.

This relates, of course, to the railway facilities, and in normal times there is no lack of vessels. Since the war began, however, there has been less cargo space available, except as it was provided by the allies to supply their

own needs. In peace times, the big German liners were moored at Rosario and carried much of the wheat.

In former years Liverpool fixed the price of wheat for the Argentine producer, just as for the American producer and the Canadian producer. With the allies controlling the ocean, the price is now fixed in London and Paris.

The Italian government was the first to begin purchases on its own account, thus displacing the Italian wheat buyers. Then the British government bought on joint account for itself and Italy and fixed a price satisfactory to itself and Italy.

The French government bought for itself, but in a manner not to inter-

fere with the purchases of its allied neighbors. French firms, with Paris connections, even before the war, had been the chief handlers of the Argentine wheat crop. Consequently there was no difficulty in working out the plans of the French government in connection with the British and the Italian governments.

The Argentine wheat growers and the dealers showed much bitterness toward the allies on account of their course, although the Argentine people, for the most part, sympathized with them in the war. The bitterness has not been entirely allayed.

There have been demands that the Argentine government take measures to insure that this year's crop shall bring more money into the country than last year's crop brought. Just how this is to be done is not indicated, but a section of the Argentine public probably thinks that something should be done. Possibly, the natural rise in price, due to the short crop in the United States and elsewhere, will allay the bitterness.

Some of the Argentine wheat raisers and some of the public men would like to see the United States, as a consequence of the present situation, become a steady purchaser of Argentine wheat. They argue that it would facilitate commerce between the countries and more likely to come from the allied governments drawing more largely on the Argentine wheat supply and less on that of the United States than through direct shipments of wheat in large

quantities to this country.

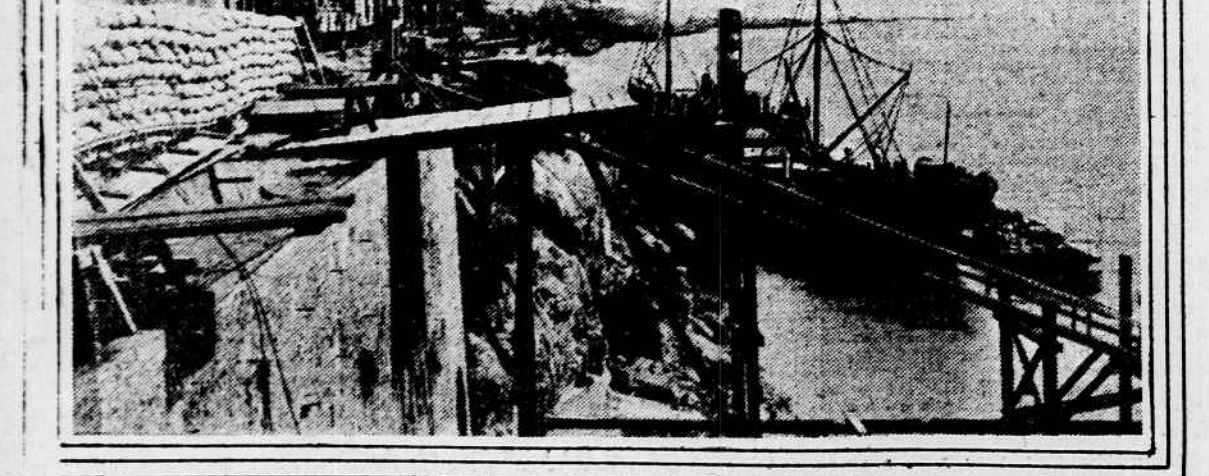
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Society Is Organized to Care for Horses Wounded in War.



RAILWAY WHEAT-LOADING WHARF AT ROSARIO, ARGENTINE REPUBLIC.

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